

B.B.A. IN ENTREPRENEURSHIP

Overview

Major Area of Specialization in Entrepreneurship (People & Society)

The Entrepreneurship major prepares Miami Herbert Business School students to engage in the process of value creation, regardless of organizational context. Students will develop a holistic view of organizational creation and change that is applicable to either starting a new venture (for profit or nonprofit), or working effectively within an existing organization.

Curriculum Requirements

In addition to satisfying the University General Education Requirements and Electives, students pursuing the BBA in Entrepreneurship must complete the BBA Business Core and the specific coursework for the Entrepreneurship major area of specialization as follows:

Code	Title	Credit Hours
General Education Requirements ^{1, 2}		
Written Communication Skills:		
WRS 105	First-Year Writing I	3
WRS 106 or ENG 106	First-Year Writing II ³ Writing About Literature and Culture	3
Quantitative Skills:		
MAS 110 or MTH 161	Quantitative Applications in Business (fulfilled through the BBA business core) Calculus I	
Areas of Knowledge:		
Arts and Humanities Cognate		9
People & Society Cognate (9 credits) (fulfilled through the major)		
STEM Cognate		9
Additional Requirements		
UMX 100	The University of Miami Experience	0
Electives		20
BBA Business Core Requirements ¹		
ACC 211	Principles of Financial Accounting	3
ACC 212	Managerial Accounting	3
BSL 212	Introduction to Business Law and Ethics	3
BTE 210	Fundamentals of Business Technology and Innovation	3
BUS 150	Business Analytics	3
BUS 300	Critical Thinking and Persuasion for Business ³	3
ECO 211	Principles of Microeconomics (Microeconomics)	3
ECO 212	Principles of Macroeconomics (Macroeconomics)	3
FIN 302	Fundamentals of Finance	3
MAS 110 or MTH 161	Quantitative Applications in Business (minimum grade of C- required; fulfills Quantitative Skills Requirement) Calculus I	3
MAS 201	Introduction to Business Statistics (minimum grade of C- required)	3
MAS 202	Intermediate Business Statistics	3
MGT 100	Managing for Success in the Global Environment	3
MGT 199 or BUS 211	Professional Development and Success in the Workplace (or other approved Miami Herbert Business School career course) Professional Development for Finance and Accounting	1
MGT 303	Operations Management	3
MGT 304	Organizational Behavior	3
MGT 401	Strategic Management (taken in the final semester)	3
MKT 201	Foundations of Marketing	3

or MKT 301	Marketing Foundations	
Major Area of Specialization in Entrepreneurship ^{4, 5}		
FIN 308	Intermediate Financial Management for Entrepreneurs (pre-requisite FIN 302) ⁶	3
MGT 253	Introduction to Entrepreneurship	3
MGT 354	Growing the New Venture	3
MGT 455	Entrepreneurial Consulting	3
MKT 340	Professional Selling (pre-requisite MKT 201 or MKT 301)	3
MKT 385	Marketing for Entrepreneurs (pre-requisite MKT 201 or MKT 301)	3
Major Choice Courses - Select two courses (6 credit hours) from the following:		6
BSL 324 or MGT 324	Negotiation Negotiation Strategies	
BSL 424	Intellectual Property Law	
BSL 435	Law of Entrepreneurship	
BTE 320	Python Programming: Fundamentals and Algorithms	
BTE 324	Object-Oriented Programming	
BTE 389	Launching HighTechnology Ventures	
BTE 524	Mobile Apps Development	
FIN 320	Investment and Security Markets	
FIN 410	Financial Institutions and Markets	
FIN 425	Business and Security Valuation	
MGT 349	International Business	
MGT 357	Entrepreneurship Simulation Experience: Inside the Mind of the Entrepreneurial CEO	
MGT 360	Effective Leadership (pre-requisite MGT 304)	
MGT 440	Families in Business	
MGT 445	Supply Chain Modeling and Analysis (pre-requisite MGT 303)	
MGT 446	Supply Chain Strategy (pre-requisite MGT 303)	
MGT 498	Special Topics in Management (such as: Ideation Practicum; Social Entrepreneurship; Legal/Financial Issues for Entrepreneurs)	
MKT 302	Marketing Research and Market Analysis	
MKT 310	Consumer Behavior and Marketing Strategy	
MKT 320	Retailing	
MKT 380	New Product Development	
MKT 387	Digital Marketing	
MKT 388	Health Care Marketing	
MKT 389	Digital Media Metrics	
Total Credit Hours		120

¹ **NOTE:** WRS 105 and WRS 106 or ENG 106, or their equivalents, must be completed prior to attaining junior year classification, per the University General Education Requirements. Additionally, all 100 and 200-level Business Core courses must be completed by the end of the fifth semester of college work or during the semester in which the student is completing 75 credit hours.

² At least one course with an international focus must be completed within the degree requirements. The appropriateness of the course is determined by the Vice Dean for Undergraduate Business Education.

³ Students who do not earn at least a C- in WRS 106 or ENG 106 must either repeat WRS 106 or ENG 106 and earn at least a C- or complete WRS 230 with at least a C- before enrolling in BUS 300.

⁴ All specific coursework for the major area of specialization in Entrepreneurship must be completed with a grade of "C" or higher. A minimum cumulative GPA of 2.5 is required for all specific coursework taken in the major area of specialization.

All courses must be taken within the current pre-requisite structure.

⁵ No one course may be applied toward more than one major and/or minor area of specialization in the Department of Management.

⁶ Students who have already earned credit for FIN 303 should not take FIN 308. They should consult an academic advisor for other options.

Sample Plan of Study

This Sample Plan of Study represents one possible version of a new freshman Business student's 8-semester plan. The individual student's plan may vary depending upon the initial placement into English Composition and mathematics. Moreover, numerous plan variations are possible if a student enters the University with advanced college credits, wishes to participate in study abroad, chooses a special program option, or selects additional majors or minors.

Note that each major/minor at the University of Miami satisfies a particular "Area of Knowledge" within the general education requirements of the University. This means that it is possible to pursue two majors or a major and a minor within the Miami Herbert Business School and fulfill both the STEM and People and Society Areas of Knowledge; a separate cognate in these areas would not be required. The only remaining general education Area of Knowledge would be Arts and Humanities, which must be completed through a major, minor, or cognate outside of the Business School.

Students construct their individualized plans in collaboration with their assigned academic advisor.

Freshman Year		
Fall		Credit Hours
ECO 211	Principles of Microeconomics	3
MAS 110 or MTH 161	Quantitative Applications in Business or Calculus I	3
MGT 100	Managing for Success in the Global Environment	3
MKT 201	Foundations of Marketing	3
WRS 105	First-Year Writing I	3
UMX 100	The University of Miami Experience	0
	Credit Hours	15
Spring		
BSL 212	Introduction to Business Law and Ethics	3
ECO 212	Principles of Macroeconomics	3
MAS 201	Introduction to Business Statistics	3
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
Arts and Humanities Cognate Course		3
	Credit Hours	15
Sophomore Year		
Fall		
ACC 211	Principles of Financial Accounting	3
BUS 150	Business Analytics	3
MAS 202	Intermediate Business Statistics	3
MGT 304	Organizational Behavior	3
Arts and Humanities Cognate Course		3
	Credit Hours	15
Spring		
ACC 212	Managerial Accounting	3
BTE 210	Fundamentals of Business Technology and Innovation	3
BUS 300	Critical Thinking and Persuasion for Business	3
FIN 302	Fundamentals of Finance	3
MGT 199	Professional Development and Success in the Workplace	1
MGT 253	Introduction to Entrepreneurship	3
	Credit Hours	16
Junior Year		
Fall		
MGT 303	Operations Management	3
MGT 354	Growing the New Venture	3
MKT 340	Professional Selling	3
STEM Cognate Course		3

Elective		3
Credit Hours		15
Spring		
FIN 308	Intermediate Financial Management for Entrepreneurs	3
MKT 385	Marketing for Entrepreneurs	3
Arts and Humanities Cognate Course		3
STEM Cognate Course		3
Elective		3
Credit Hours		15
Senior Year		
Fall		
Entrepreneurship Major Choice		3
Entrepreneurship Major Choice		3
STEM Cognate Course		3
Elective		3
Elective		3
Credit Hours		15
Spring		
MGT 401	Strategic Management	3
MGT 455	Entrepreneurial Consulting	3
Elective		3
Elective		3
Elective		2
Credit Hours		14
Total Credit Hours		120

Mission

- To develop innovative ideas and principled leaders that transform global business and society.

Goals

- The development of critical thinking skills to evaluate decision choices, challenges, and issues confronting managers today;
- The improvement of interpersonal skills and learning to work effectively in teams; and
- An understanding of the tools, methods, and procedures used to successfully lead people and organizations.

Student Learning Outcomes

- BBA/BSBA graduates will be critical thinkers, able to select and apply appropriate models, tools, and techniques, and frameworks to enable them to render analytically sound business decisions.
- BBA/BSBA graduates will be able to identify, analyze and resolve ethical issues in business scenarios.
- BBA/BSBA graduates will demonstrate professional written communication skills.